

CENTER FOR RURAL ENTERPRISE ENGAGEMENT

# INSIGHT SUMMIT

AGENDA

## DATES

February 24-26, 2021

## TIMES

7:30 to 9:30 a.m. - 10:30 to 12:30 PST

8:30 to 10:30 a.m. - 11:30 to 1:30 MST

9:30 to 11:30 a.m. - 12:30 to 2:30 p.m. CST

10:30 a.m. to 12:30 p.m. - 1:30 to 3:30 p.m. EST

**\*One hour break between  
morning and afternoon sessions**

## FEBRUARY 24, 2021 (DAY 1)

### MORNING SESSIONS

- Welcome
- Trends in Social Media
- CREE Research

### AFTERNOON SESSIONS

- Building Your Narrative
- New-Media Baseline

## FEBRUARY 25, 2021 (DAY 2)

### MORNING SESSIONS

- Intro to Analytics
- Keynote Speakers
- Going Live

### AFTERNOON SESSIONS

- E-Newsletters
- Instagram

## FEBRUARY 26, 2021 (DAY 3)

### MORNING SESSIONS

- Platforms for your Portfolio
- Improving Visual Content
- Research Highlights

### AFTERNOON SESSIONS

- Selling Agricultural Products & Education Online
- Putting it Together

## STAY CONNECTED

 [Center for Rural Enterprise Engagement](#)

 [ruralengagement.org](http://ruralengagement.org)



Center for Rural  
Enterprise Engagement